

**WMTV**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2020 – July 31, 2021**

## I. VACANCY LIST

**See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data**

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over Reporting period</b>
1	Ms. Michelle Vetterkind Wisconsin Broadcasters Association 44 East Mifflin Street Madison, WI 53703 608-255-2600	No	0
2	WMTV – Employment Website <a href="http://www.nbc15.com">www.nbc15.com</a> 615 Forward Drive Madison, WI 53711 (608) 274-1515	No	0
3	Snag – Gray Television recruitment website Gray Television, Inc. 4370 Peachtree Road, NE Atlanta, GA 30319 (404) 266-8333	No	11
4	Mr. Mark Holloway Broadcast Employment Services – tvjobs.com P.O. Box 4116 Oceanside, CA 92052 (760) 754-8177	No	0
5	Mr. Mark Shilstone MediaLine P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	No	0
6	Linked In	No	6
7	Indeed.com	No	6
8	Collectivetalent.com	No	0
9	WMTV Employee Referral 615 Forward Drive Madison, WI 53711 (608) 274-1515	No	9
10	WMTV Employee – Internal Candidate	No	3
11	UNIVERSITY OF WISCONSIN-MADISON Pat Hastings Faculty Associate, School of Journalism and Mass Communication <a href="mailto:patricia.hastings@wisc.edu">patricia.hastings@wisc.edu</a> 608-262-8877	No	1

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12	Katy Culver Assistant Professor and James E. Burgess Chair in Journalism Ethics, School of Journalism & Mass Communication Director, Center for Journalism Ethics University of Wisconsin-Madison <a href="mailto:kbculver@wisc.edu">kbculver@wisc.edu</a> 608-575-4082	No	0
13	University of Wisconsin-Madison Journalism School Job Board <a href="https://journalism.wisc.edu/careers/job-listings/">https://journalism.wisc.edu/careers/job-listings/</a>	No	0
14	BALL STATE UNIVERSITY Phil Bremen; Associate professor and chair, news concentration Department of Telecommunications Ball State University Muncie, Indiana 47306 Telephone 765-285-3556 Email: <a href="mailto:pbremen@bsu.edu">pbremen@bsu.edu</a>	No	0
15	UW-OSHKOSH <ul style="list-style-type: none"> <li>Justine Stokes: Director of Television Services; Phone: 920-424-3133, Email: <a href="mailto:stokesj@uwosh.edu">stokesj@uwosh.edu</a></li> <li>Randall Davidson: Director of Radio Services; Phone: 920-424-7427; Email: <a href="mailto:davidsor@uwosh.edu">davidsor@uwosh.edu</a></li> <li>Claire Armstrong: Academic Department Associate; Phone: 920-424-3131; Email: <a href="mailto:armstroc@uwosh.edu">armstroc@uwosh.edu</a></li> </ul>	No	0
16	LOYOLA UNIVERSITY – CHICAGO Lee Hood, Ph.D. Associate Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538  Email: <a href="mailto:lhoo1@luc.edu">lhoo1@luc.edu</a> @leehoodloyola	No	0
17	UW STEVENS POINT STUDENT TELEVISION- SPTV Timothy Halkowski, Ph.D. Associate Dean and Division Head - Division of Communication <a href="mailto:tim.halkowski@uwsp.edu">tim.halkowski@uwsp.edu</a> 715.346.3409	No	0
18	UNIVERSITY OF MINNESOTA Scott Libin, Faculty – Hubbard School of Journalism and Mass Communication <a href="mailto:slibin@umn.edu">slibin@umn.edu</a> 651-238-4805	No	0

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19	UNIVERSITY OF ST. THOMAS – MINNESOTA and TOMMIE MEDIA <ul style="list-style-type: none"> <li>- Professor Greg Vandegrift, <a href="mailto:vand0354@stthomas.edu">vand0354@stthomas.edu</a></li> <li>- Dr. Mark Neuzil, Advisor – Communications and Journalism Program; <a href="mailto:mrneuzil@stthomas.edu">mrneuzil@stthomas.edu</a></li> <li>- TommieMedia.com – Lauren Andrego, Director - 507-382-6697 <a href="mailto:lauren.andrego@stthomas.edu">lauren.andrego@stthomas.edu</a> -OR- <a href="mailto:Sophie.Carson@stthomas.edu">Sophie Carson, Production Editor – sophie.carson@stthomas.edu</a></li> </ul>	No	0
20	MISSOURI SCHOOL OF JOURNALISM Randy Reeves, KOMU News Director <a href="mailto:reevesr@missouri.edu">reevesr@missouri.edu</a> ; cell 573-424-7085	No	0
21	UW-RIVER FALLS Sandy Ellis, Department Chair and Professor Communication and Media Studies Program Email <a href="mailto:sandra.ellis@uwrf.edu">sandra.ellis@uwrf.edu</a> , Phone: 715-425-4154	No	0
22	UW-WHITEWATER Jim Mead, Director of Television Operations @ UWWTW <a href="mailto:meadj@uww.edu">meadj@uww.edu</a> - 262.472.5659 <a href="http://uwwtv.org/faq/">http://uwwtv.org/faq/</a>	No	1
23	COLUMBIA COLLEGE - CHICAGO Yolanda Jo, Associate Professor and head of Columbia's broadcast department 33 E Congress, Rm 201 Phone: (312) 369-8906 Email: <a href="mailto:yjoe@colum.edu">yjoe@colum.edu</a>	No	0
24	MIKE SMITH, Director of Talent Recruitment and Retention @ Gray Television 850-545-9195	No	0
25	Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Laura Mael 608-663-2000	No	0
26	Madison Area Technical College Terry Bell & Larry Hansen 3550 Anderson Street, #6130 Madison, WI 53704 68-243-4271	No	0
27	Rod Peterson, WHO13 News Director	No	1
28	James Finch, Director of News @ Gray Television	No	0

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29	Referrals from other Gray Television stations/employees	No	2
30	Self-Referral/Walk-In	No	1
31	WMTV - Intern	No	2
32	Jerry Gumbert Audience Research & Development	No	1
33	Agent – Tracey Early, Sound of Life Media	No	1
34	CareerBuilder.com	No	1
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			46

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	Co-sponsor Job Fair	On March 1, 2021 the station co-sponsored (with other Wisconsin Television stations and radio stations) the Wisconsin Broadcasters Association Virtual Job Fair. The News Director met with job seekers to discuss career opportunities and to answer questions.
<b>2</b>	Co-sponsor Job Fair	On June 7, 2021 the station co-sponsored (with other Wisconsin Television stations and radio stations) the Wisconsin Broadcasters Association Virtual Job Fair. The News Director met with job seekers to discuss current news job openings.
<b>3</b>	Management EEO Training	July – August 2020, our General Manager participated in a training series “Foundations in Diversity, Equity and Inclusion” from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and micro aggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gender language, race, class and ability, how to apologize effectively.
<b>4</b>	Training program for management level personnel (Nondiscrimination & Outreach In Hiring Workshop)	On March 24, 2021 the VP/General Manager and News Director attended the Wisconsin Broadcasters Association webinar EEO Seminar: Staying on top of your FCC EEO obligations.
<b>5</b>	Training program for management level personnel	On November 19, 2020 the Office Manager participated in the FCC’s Equal Employment Opportunity Rules training webinar presented by Joan Stewart of Wiley Rein, LLP to employees of Gray Television Licensee, LLC.

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>6</b>	Training programs to help personnel acquire skills for higher level positions	The production department has a structured training program designed to increase the chances of an employee's advancement to the next level of employment. There are a minimum of 4 employees training in production during any one period of time.
<b>7</b>	<p>Internship Program</p> <p>*With COVID-19 hitting we suspended our internship program until further notice. We typically have our highest volume in spring and summer.</p>	<p>Production Intern duties include demonstration of skills acquired in non-linear editing for news, teleprompter operation, studio camera operation, floor direction and studio lighting techniques. All interns report to the Operations Manager. There was a total of 0 interns over the 12-month period.</p> <p>News interns shadow reporters and producers, help one-man band reporters, and help log interviews. All interns report to the News Director. There was a total of 0 interns over the 12-month period.</p> <p>Sports interns shadow reporters and anchors, edit video and log video. All interns report to the Sports Director. There was a total of 0 interns over the 12-month period.</p> <p>Weather Intern duties include demonstration of skills gathering information, predicting weather and putting together mock weathercasts. There was a total of 0 interns over the 12-month period.</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>8</b>	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>On October 4, 2020 an anchor had a Zoom call with a Washington State University senior about careers in broadcast journalism and best approaches for their senior year at Edward R Murrow College of Communications.</p> <p>On October 12, 2020 a digital producer had a Zoom call with University of Missouri students about audience development and social media in newsrooms.</p> <p>On November 10, 2020 a reporter moderated a panel for a University of Wisconsin event for the college newspaper, the Badger Herald.</p> <p>On February 9, 2021 our Chief Photographer spoke to a UW Journalism class for about an hour via Zoom.</p> <p>On March 6, 2021 our General Manager and a reporter were speakers in a Student Seminar Virtual Speed Networking event for college students put on by the Wisconsin Broadcasters Association.</p> <p>On March 10, 2021 an anchor was a participant in a panel discussion via Zoom for the Watertown HS Career Fair.</p> <p>On March 12, 2021 our News Director participated in a virtual recruitment day with Arizona State University.</p> <p>On April 7, 2021 our News Director participated in a virtual recruitment day with Northwestern University.</p> <p>On April 22, 2021 a reporter and producer spoke via Zoom to a Madison East High School class about journalism.</p> <p>On May 4, 2021 a reporter talked to the Sun Prairie Rotary Club about journalism.</p> <p>On June 18, 2021 our News Director interviewed 8 Arizona State University alums or current students for their alumni day to talk about current openings at WMTV and Gray Television.</p> <p>On June 23, 2021 a reporter did a presentation via Zoom for a Youth Leadership and Development Academy in Arizona about responsible journalism and gender &amp; racial diversity in newsrooms.</p>